

# **MARKETING SPECIALIST**

## **GENERAL RESPONSIBILITIES**

Develop, coordinate and implement marketing and public relations efforts for the Department of Recreation and Parks under the general direction of the Department Director. Plan, promote and provide support to department special events.

**ESSENTIAL TASKS** include the following; other duties may be assigned.

1. Develop, implement and maintain comprehensive marketing plan to support department's mission and goals
2. Develop marketing strategies for programs, classes and events and provides direction to all levels of staff in program marketing and information dissemination
3. Plan, operate and support special events including evenings and weekends as needed
4. Plan and maintain department's online presence and content
5. Create and communicate relevant and timely material for social media outlets and directs updating of sites as needed
6. Create content to grow and strengthen the marketing brand and visibility of the Department of Recreation and Parks
7. Address errors and complaints
8. Perform related duties as to specific assignments
9. Any employee may be identified as Essential Personnel during emergency situations
10. Provide service to customers by answering questions, providing information, making referrals, and assuring appropriate follow-through and/or resolution
11. Communicate with managers, supervisors, co-workers, citizens, and others, maintains confidentiality; and represents the County

## **EDUCATION AND EXPERIENCE**

1. Bachelor's degree in Marketing, Public Relations, Communications, Journalism or related field
2. Three years experience in public relations and/or recreation

**-OR-**

1. Associate of Arts degree in Marketing, Public Relations, Communications, Journalism or related field
2. Five years experience in public relations and/or recreation

A comparable amount of training and experience may be substituted for the minimum qualifications.

## **KNOWLEDGE, SKILLS AND ABILITIES**

1. Ability to build and maintain a comprehensive marketing plan
2. Ability to effectively utilize social media to reach and activate targeted audiences
3. Ability to use market research and analytics to enhance impact of communication strategies
4. Effective writing, editorial, networking and interpersonal communication skills

5. Knowledge of recreation program and special event management and promotion
6. Knowledge of modern techniques and strategies of marketing, branding, & public relations
7. Use computer software programs and/or applications

## **CERTIFICATES, LICENSES AND REGISTRATIONS**

1. Valid driver's license
2. Requires criminal background check as condition of employment